

Local Area 5: North Shore of Conception Bay Profile



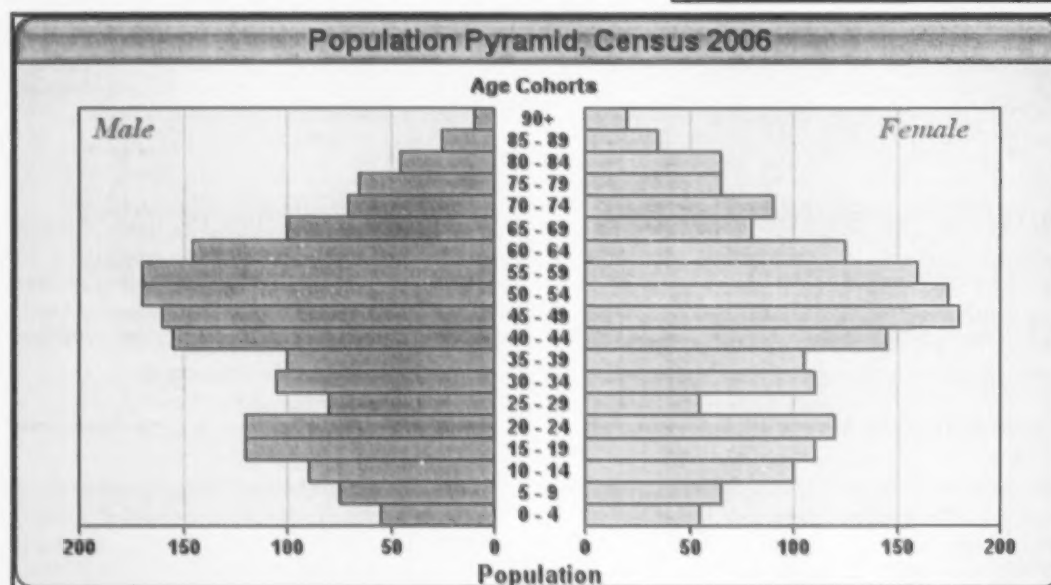
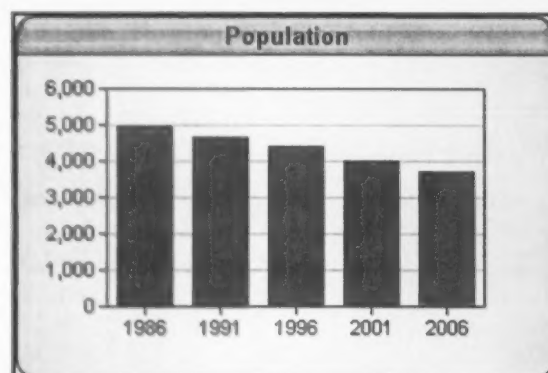
- Within Avalon Peninsula Rural Secretariat Region
- Within Economic Zone 17 - Mariner Resource Opportunities Network Inc.

Includes Bay de Verde, Burnt Point, Caplin Cove, Daniel's Cove, Grates Cove, Job's Cove, Low Point, Lower Island Cove, Northern Bay, Ochre Pit Cove, Old Perlican, Red Head Cove, Small Point-Broad Cove-Blackhead-Adams Cove and Western Bay.

Demographics

The 2006 Census population for Local Area 5: North Shore of Conception Bay was 3,725. This represents a decline of 6.5% since 2001 (3,725 in 2006, down from 3,985). Over the same period, the entire province experienced a population decrease of 1.5% since 2001 (505,470 in 2006, down from 512,930).

The median age in Local Area 5: North Shore of Conception Bay was 46 in 2006. The 2006 median age in Newfoundland and Labrador was 41.7.



Migration

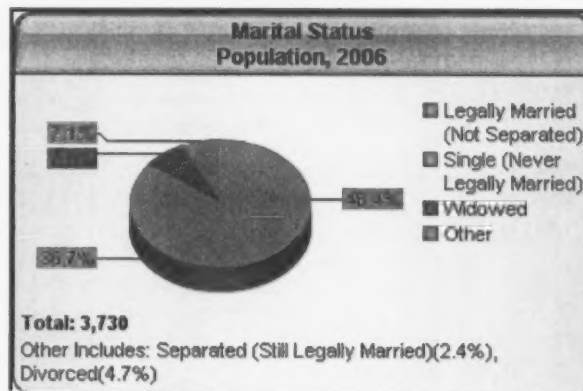
The Residual Net Migration for Local Area 5: North Shore of Conception Bay was -1.5% (-55 individuals) in 2006. For the Province, it was -0.6% (-3015 individuals) in 2006. Net migration using the residual method is

calculated by subtracting the current population from the population in the previous year and then removing the affect that births and deaths has on the population. By doing so, the remainder/residual is the number of people who migrated into or out of the area.

In Local Area 5: North Shore of Conception Bay, 9.0% of the population migrated between 2001 and 2006. For the Province, it was 14.0%. These migrants are movers who, on Census Day, were residing in a different Census Subdivision five years earlier or who were living outside Canada five years earlier.

Marital Status

In Local Area 5: North Shore of Conception Bay in 2006 there were 1,805 legally married (not separated), 290 widowed, 175 divorced, 90 separated, 1,370 single people (never legally married). It should also be noted that in this geography, there were 755 people 17 years of age or younger.

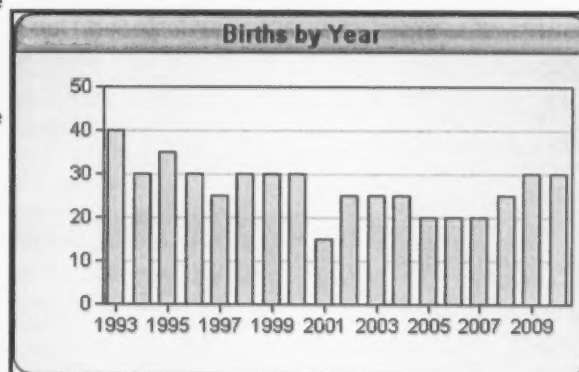


Births

In 2010 there were 30 births in Local Area 5: North Shore of Conception Bay. This is the same as the previous year.

The total birth rate for 2009 for Local Area 5: North Shore of Conception Bay was 8. The total birth rate is the ratio of live births to the population expressed per 1,000. The total birth rate for the province in 2009 was 10.

Starting in January of 2008, residents of the province who gave birth to a baby were given a \$1,000 lump sum payment under the Progressive Family Growth Benefit. At this time parents also received \$100 per month for the first 12 months after a child was born under the Parental Support Benefit.



Fertility Rate

The fertility rate in Economic Zone 17 - Mariner Resource Opportunities Network Inc.^a in 2008 was 1.57. Provincially, the fertility rate was 1.53. Fertility rate is an estimate of the average number of live births a female can be expected to have in her lifetime, based on the age-specific fertility rates of a given year.

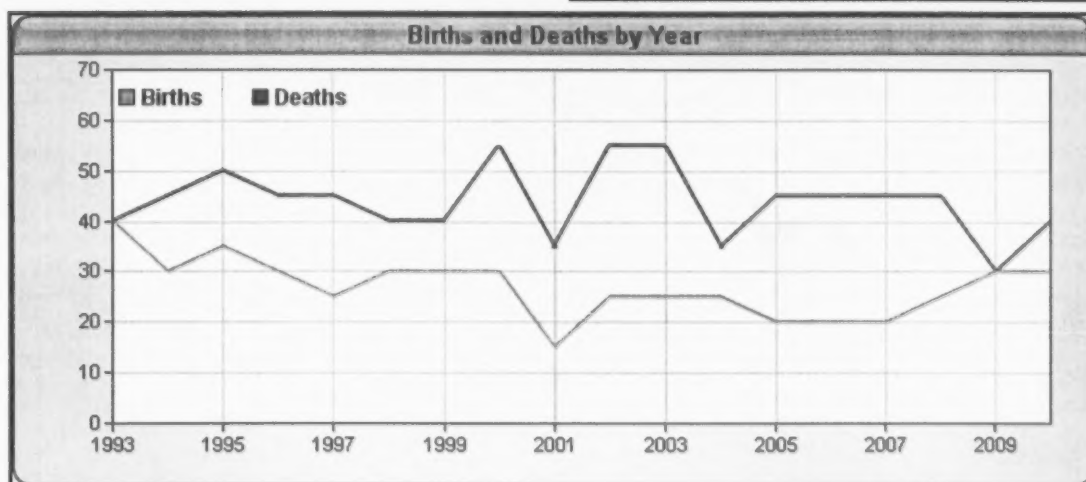
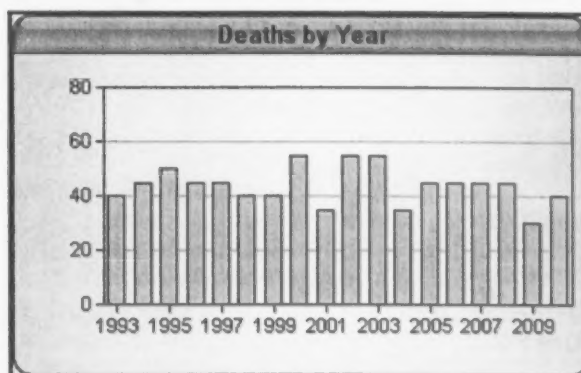
^a Used as the fertility rate is not available for Local Area 5: North Shore of Conception Bay.

Deaths

In 2010 there were 40 deaths in Local Area 5: North

Shore of Conception Bay. This is a 33.3% increase since 2009 when there were 30 deaths.

The median age of death in Local Area 5: North Shore of Conception Bay in 2004-2010 was 80. The median age of death in Newfoundland and Labrador in 2004-2010 was 78.

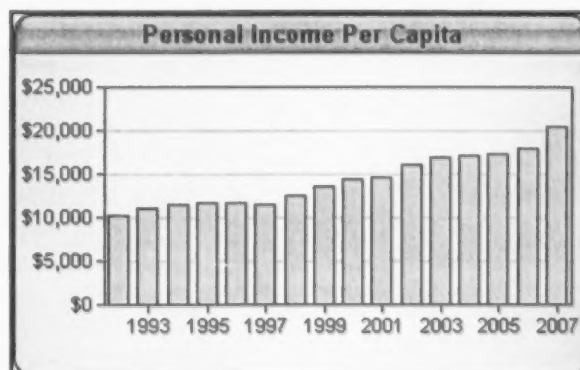


Income, Consumption, and Leisure

Gross and After Tax Personal Income Per Capita

The 2007 gross income for every man, woman, and child (gross personal income per capita) in Local Area 5: North Shore of Conception Bay was \$20,500. For the province, gross personal income per capita was \$24,900.

After tax personal income per capita, adjusted for inflation, was \$14,100 for Local Area 5: North Shore of Conception Bay in 2007. For the province, after tax personal income per capita was \$16,400.



Individual and Family Income

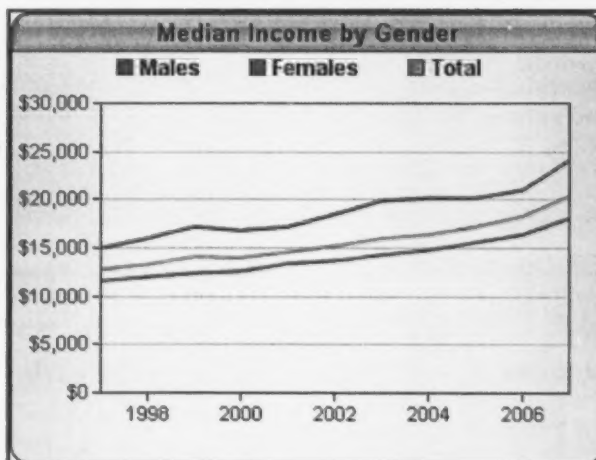
Half of the males in Local Area 5: North Shore of Conception Bay received more than \$24,000 in income during 2007, while half of females received more than \$18,000. Half of the males in Newfoundland and Labrador received more than \$29,300 in income during 2007, while half of females received more than

\$17,800. The national values were \$35,000 for males and \$22,600 for females.

Half of the couple families in Local Area 5: North Shore of Conception Bay had incomes of more than \$51,800 in 2007. Half of the couple families in the province had incomes of more than \$61,800. The national value was \$73,400.

Half of the lone parent families in Local Area 5: North Shore of Conception Bay had incomes of more than \$31,000 in 2007. Half of the lone parent families in the province had incomes of more than \$27,500. The national value was \$34,500.

The average couple family income in Local Area 5: North Shore of Conception Bay was \$59,800 in 2007. The average couple family income in the province was \$74,900. The national value was \$93,700.



Self-Reliance Ratio

Self-Reliance Ratio

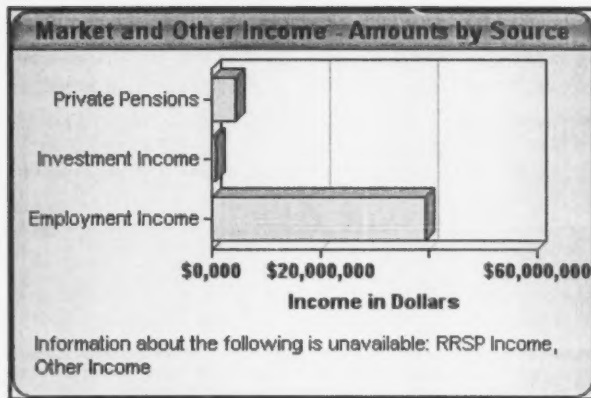
The 2007 self-reliance ratio for Local Area 5: North Shore of Conception Bay was 60.6%. This is a measure of the community's dependency on government transfers such as: Canada Pension, Old Age Security, Employment Insurance, Income Support Assistance, etc. A higher self-reliance ratio indicates a lower dependency. The self-reliance ratio in the province was 79.4%.



Market Income and Sources

In 2007, the sources of market income for persons in Local Area 5: North Shore of Conception Bay were:

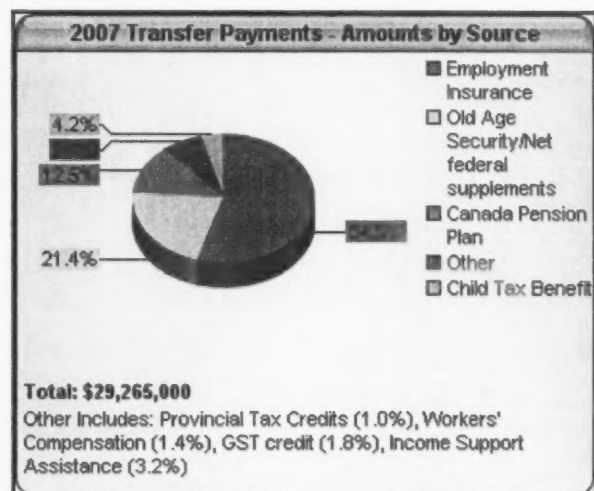
- Employment Income (2,070 persons reporting \$19,000 average income)
- Investment Income (570 persons reporting \$1,100 average income)
- Private Pension (290 persons reporting \$14,500 average income)



Government Transfer Income

In 2007, the sources of Government Transfer Income for persons in Local Area 5: North Shore of Conception Bay were:

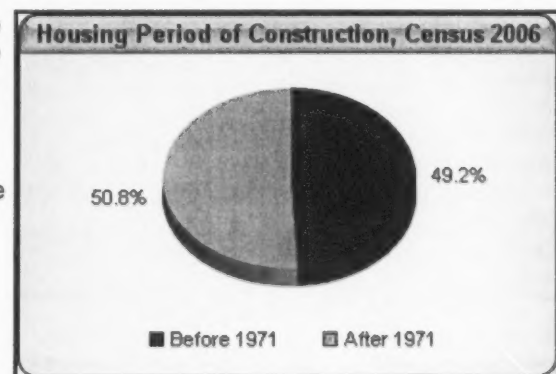
- Old Age Security/Net federal supplements (690 persons reporting \$9,100 average income)
- Canada Pension Plan (890 persons reporting \$4,100 average income)
- Child Tax Benefit (380 persons reporting \$3,200 average income)
- GST credit (1,440 persons reporting \$400 average income)
- Employment Insurance (1,520 persons reporting \$10,500 average income)
- Workers' Compensation (60 persons reporting \$6,800 average income)
- Income Support Assistance (150 persons reporting \$6,200 average income)
- Provincial Tax Credits (870 persons reporting \$300 average income)



Dwellings

According to the 2006 Census, in Local Area 5: North Shore of Conception Bay there were 1,490 dwellings. Dwellings do not include private farm or reserve dwellings. In Local Area 5: North Shore of Conception Bay 94.3% of homes were owned versus rented compared to 78.7% for the province and 68.4% for Canada. The average owner's major payments^b in 2006 was \$380. For the province, the average owner's major payments^b in 2006 was \$645. The average rent paid by those who rented in 2006 was \$500. Provincially, the average rent paid by those who rented in 2006 was \$570.

People living in Local Area 5: North Shore of Conception Bay reported in 2006 that 735 dwellings were constructed



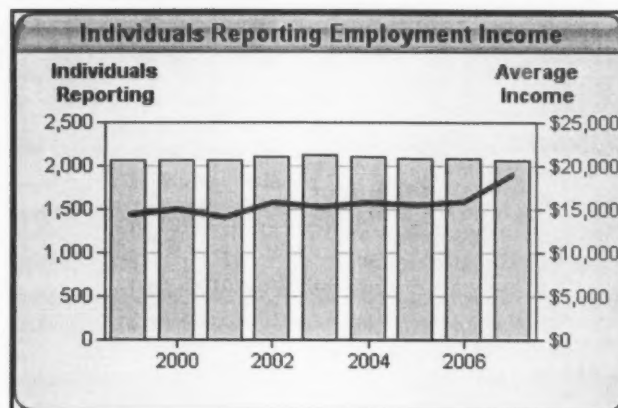
before 1971 and 760 were constructed afterwards. The values for the province were 77,020 (pre 1971) and 120,160 (post 1971), respectively.

^b Average monthly total of all shelter expenses paid by households that own their dwelling. The owner's major payments include, for example, the mortgage payment and the costs of electricity, heat and municipal services.

Employment and Working Conditions

People Reporting Employment Income

In 2007, 2,070 individuals reported earnings from employment in tax records, averaging \$19,000 gross income from employment. In 1999, 2,060 individuals reported earnings from employment in tax records, averaging \$14,400 gross income from employment. In the province 276,780 individuals reported earnings from employment in tax records in 2007, averaging \$31,200 gross income from employment.



Change in Employment

In 2006, there was a -1.4% 5-year change in employment. In 1994, there was a -12.8% 5-year change in employment. In the province there was a -0.1% 5-year change in employment in 2006.

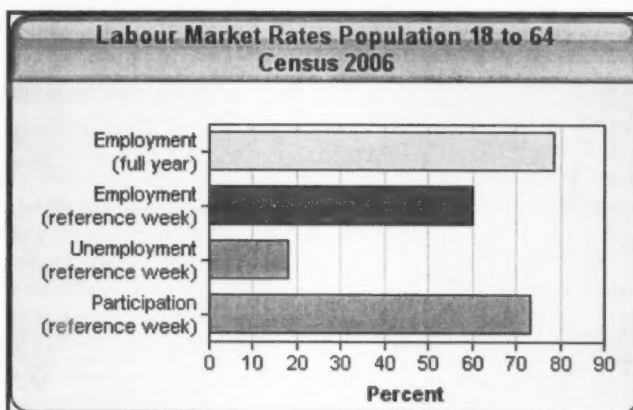
Labour Force Rates

In Local Area 5: North Shore of Conception Bay, the employment rate for the entire year 2005 for those between 18 and 64 years of age was 78.7%. The provincial employment rate for the same period was 76.7%.

In Local Area 5: North Shore of Conception Bay, the employment rate during the reference week of the 2006 Census for those between 18 and 64 years of age was 60.3%. The provincial reference week employment rate for the same period was 58.7%.

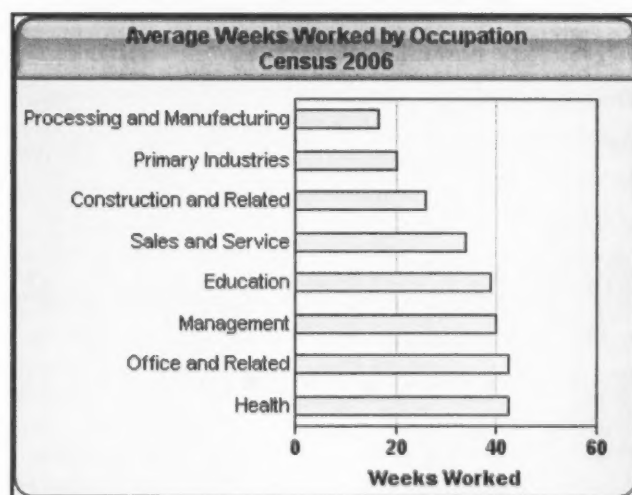
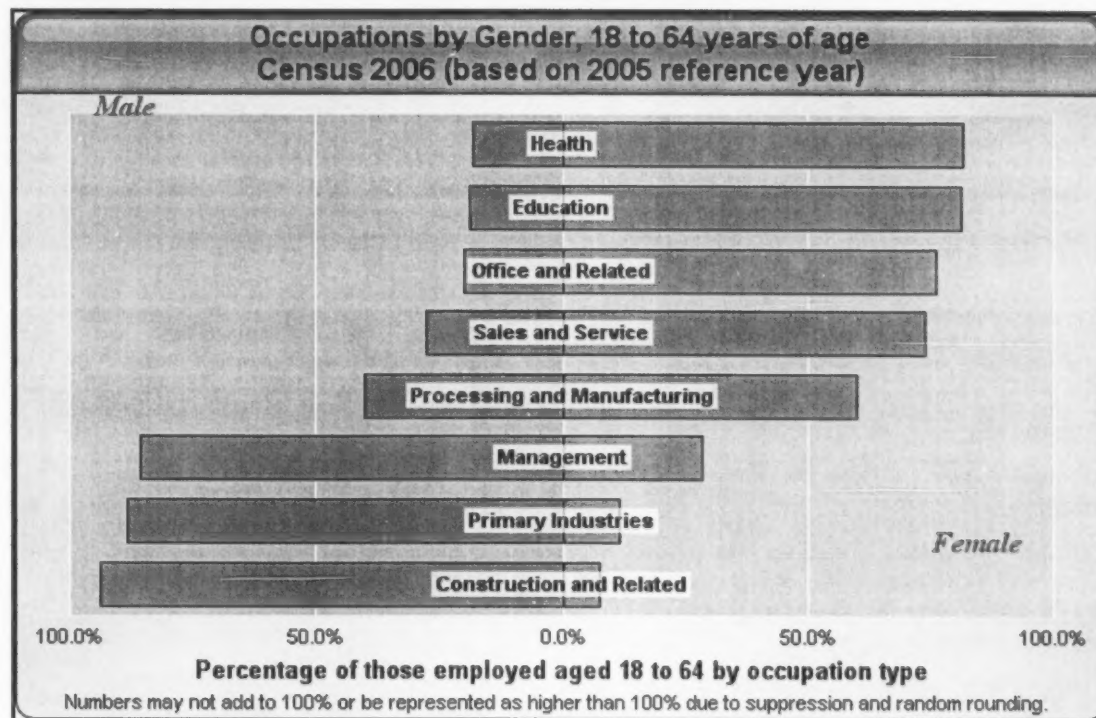
In Local Area 5: North Shore of Conception Bay, the unemployment rate during the reference week of the 2006 Census for people between 18 and 64 years of age was 18.1%. The provincial unemployment rate during the reference week of the 2006 Census was 18.5%.

In Local Area 5: North Shore of Conception Bay, the participation rate during the reference week of the 2006 Census for those between 18 and 64 years of age was 73.3%. The provincial participation rate for the same period was 72.0%. Participation rate refers to the labour force in the reference week, expressed as a percentage of the population



between 18 and 64 years of age. The reference week is the week running Sunday to Saturday prior to Census Day.

Work by Occupation



Occupation	Males (% of Total)	Females (% of Total)	Average Weeks Worked
Health	18.2%	81.8%	42.4
Education	18.8%	81.3%	38.9
Office and Related	20.0%	76.0%	42.3
Sales and Service	27.7%	73.8%	33.7
Processing and Manufacturing	40.2%	59.8%	16.7
Management	85.7%	28.6%	40.0
Primary Industries	88.3%	11.7%	20.1
Construction and Related	93.8%	7.7%	25.8

Income Support Assistance

The number of individuals in Local Area 5: North Shore of Conception Bay who received Income

Support Assistance at some point in 2010 was 255. For 1991, the figure was 820. The total number of children ages 0 to 17 in Local Area 5: North Shore of Conception Bay who were in families receiving Income Support Assistance in 2010 was 55. For 1991, the figure was 280.

The average benefits for those people collecting Income Support Assistance in Local Area 5: North Shore of Conception Bay in 2010 was \$6,400. The average benefits in 1991 was \$2,500. Provincially the average benefits was \$6,800 in 2010.

The average duration or the average number of months people were collecting Income Support Assistance in Local Area 5: North Shore of Conception Bay in 2010 was 9.1 months. The average duration in 1992 was 6.3 months. The provincial average was 9.3 months of the year in 2010.

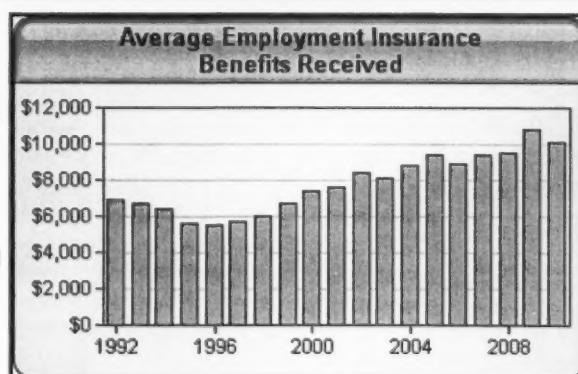
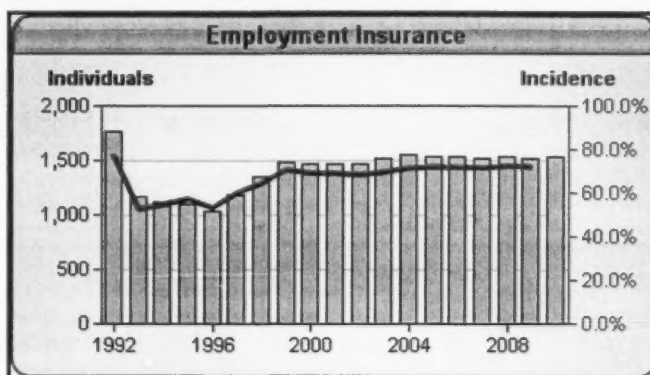
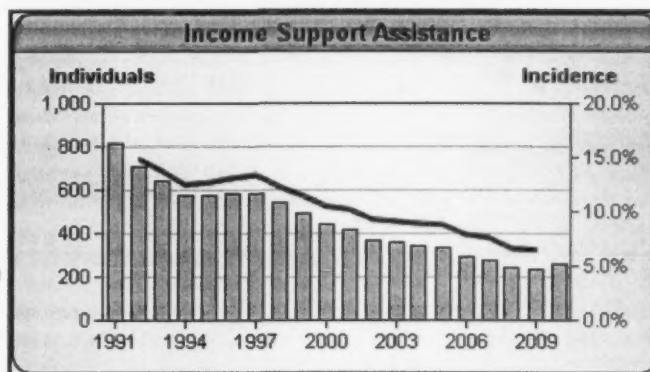
Employment Insurance

The number of individuals in Local Area 5: North Shore of Conception Bay who collected Employment Insurance at some point in the year 2010 was 1,525. The 1992 figure was 1,765.

The employment insurance incidence, the percentage of the labour force in Local Area 5: North Shore of Conception Bay who collected Employment Insurance at some point in the year 2009 was 72.0%. The 1992 figure was 77.1%. For the province, the percentage of the labour force who collected Employment Insurance at some point in the year 2009 was 34.4%.

The average benefits for those individuals collecting Employment Insurance in Local Area 5: North Shore of Conception Bay in 2010 was \$10,100 while the average benefits in 1992 was \$6,900. In comparison, the provincial average benefits in 2010 was \$8,200.

The average total Employment Insurance benefits increased substantially in 2009, partly due to the federal government's Economic Action Plan that temporarily increased the maximum number of eligible weeks of benefits from 45 to 50.

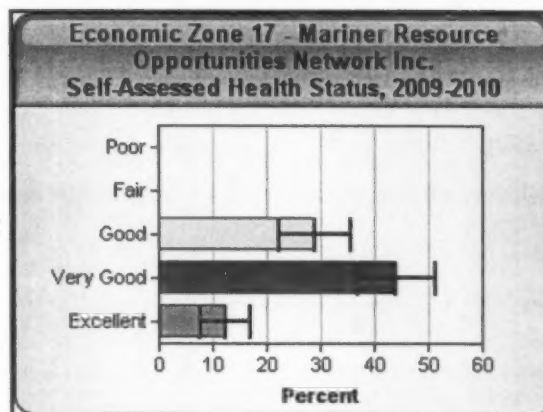


Health

A major indicator of well-being is how a person rates their own health status. In 2009-2010, 12.3% (+/- 4.8%)

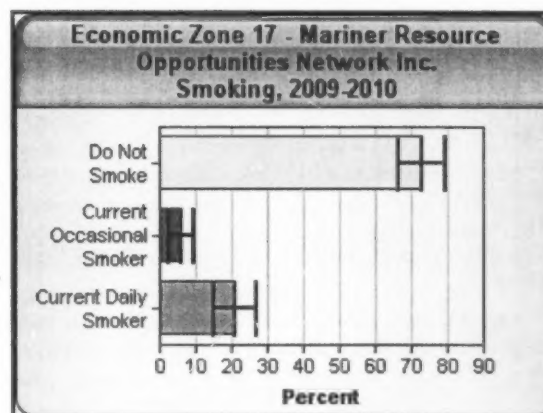
of individuals age 12 and over in Economic Zone 17 - Mariner Resource Opportunities Network Inc.^c rated their health status as excellent. 44.1% (+/- 7.2%) of individuals age 12 and over in Economic Zone 17 - Mariner Resource Opportunities Network Inc.^c rated their health status as very good.

For the province, 16.2% (+/- 1.2%) of individuals age 12 and over rated their health status as excellent; 43.9% (+/- 1.6%) rated their health status as very good.



The rate of smoking (current daily smokers) among those 12 years of age and older in Economic Zone 17 - Mariner Resource Opportunities Network Inc.^c in 2009-2010 was 21.2% (+/- 6.0%). The provincial rate was 18.6% (+/- 1.3%). 72.8% (+/- 6.5%) of those 12 years of age and older in Economic Zone 17 - Mariner Resource Opportunities Network Inc.^c reported they did not smoke. The provincial rate was 76.7% (+/- 1.4%).

The rate of those who had drank alcohol in the last year among those 12 years of age and older in Economic Zone 17 - Mariner Resource Opportunities Network Inc.^c in 2009-2010 was 72.9% (+/- 6.5%). The provincial rate was 75.8% (+/- 1.4%).



The percentage of those reporting having 5 or more drinks on one occasion at least once a month was 37.9% (+/- 8.3%) in Economic Zone 17 - Mariner Resource Opportunities Network Inc.^c. The provincial rate was 32.9% (+/- 1.8%).

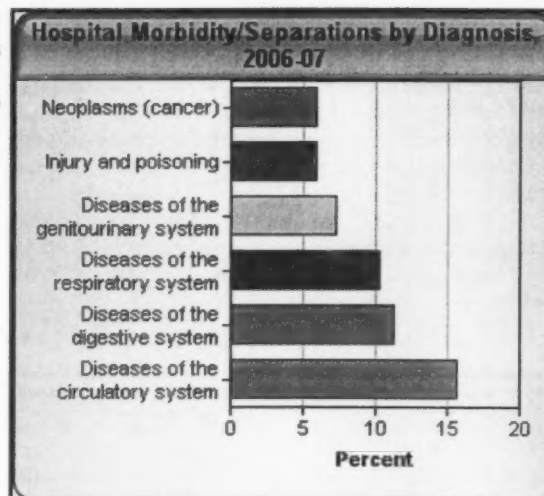
The percentage of people who were overweight or obese (adult body mass index 25 or greater) among those 18 years of age and older in Economic Zone 17 - Mariner Resource Opportunities Network Inc.^c in 2009-2010 was 68.6% (+/- 6.0%). The provincial rate was 63.5% (+/- 1.6%).

^c Economic Zone 17 - Mariner Resource Opportunities Network Inc. is used as Local Area 5: North Shore of Conception Bay is unavailable.

Hospital Morbidity/Separations

The highest percentage (15.6%) of hospital morbidity/separations during the period 2006-2007 for Local Area 5: North Shore of Conception Bay was due to diseases of the circulatory system. At the provincial

level, diseases of the circulatory system also accounted for the highest percentage at 13.2%. The average days in hospital for this most common diagnosis was 8.5 days. The average days in hospital across the province for this diagnosis was 10.3 days. The median age of people with this diagnosis in Local Area 5: North Shore of Conception Bay was 73 years.



Education, Literacy, Skills and Training

Highest Level of Education

18 to 64 years of age

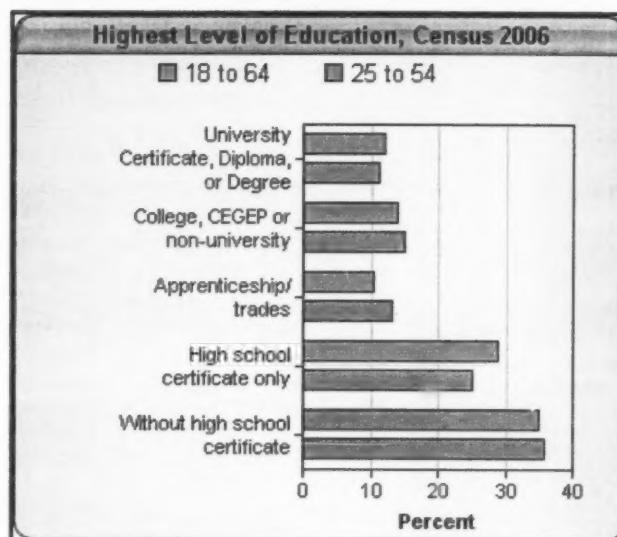
Census 2006 reported 34.8% of people 18 to 64 years of age in Local Area 5: North Shore of Conception Bay do not have a high school diploma compared to 25.1% of people in the entire province.

In Local Area 5: North Shore of Conception Bay about 65.4% of people aged 18 to 64 had at least a High School diploma in 2006 compared to 74.9% in the province as a whole. In Local Area 5: North Shore of Conception Bay about 8.3% of those people aged 18 to 64 had a Bachelor's Degree or higher in 2006 compared to 13.3% in the province as a whole.

25 to 54 years of age

Census 2006 reported 35.7% of people 25 to 54 years of age in Local Area 5: North Shore of Conception Bay do not have a high school diploma compared to 22.0% of people in the entire province.

In Local Area 5: North Shore of Conception Bay about 64.3% of people aged 25 to 54 had at least a High School diploma in 2006 compared to 78.0% in the province as a whole. In Local Area 5: North Shore of Conception Bay about 8.0% of people aged 25 to 54 had a Bachelor's Degree or higher in 2006 compared to 15.1% in the province as a whole.

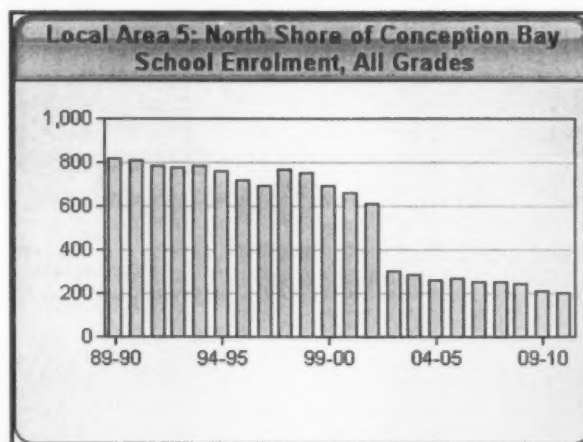


Enrolment and Teachers

Enrolment

In schools located within Local Area 5: North Shore of Conception Bay:

School Year	1989-1990	2010-2011
Total Students	820	200
Primary	235	108
Elementary	192	92
Junior High	191	..
Senior High	198	..

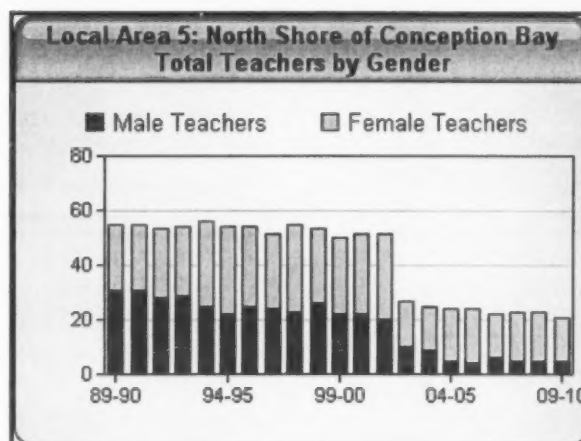


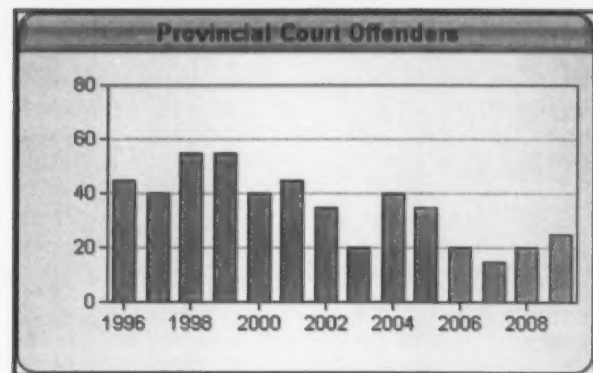
Teachers

In schools located within Local Area 5: North Shore of Conception Bay:

School Year	1989-1990	2009-2010
Full-Time Teachers	53	18
Part-Time Teachers	2	3
Pupil Teacher Ratio	14.6	9.8

For a complete list of schools included in this area, see the footnotes section of this profile at www.communityaccounts.ca.

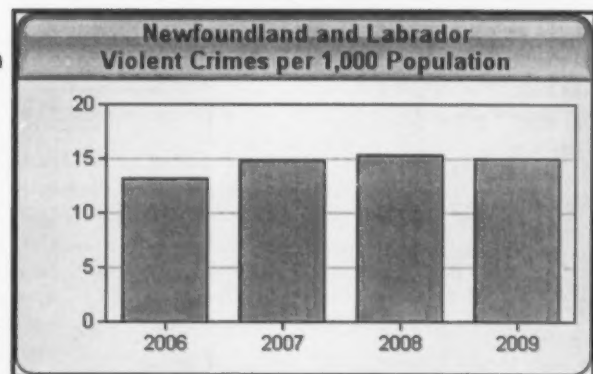




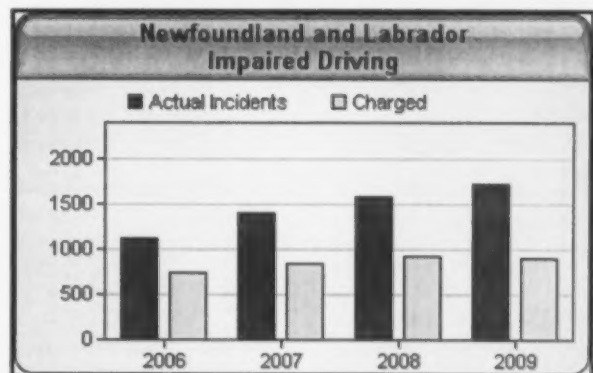
Canadian Centre for Justice Statistics

Total violent criminal code violations rate per 1,000 population was 14.98 for Newfoundland and Labrador^d in 2009. This was down -2.1% from 2008 (15.30 per 1,000).

Violent criminal code violations are counted in terms of the number of victims in the incident. The number of incidents equals the number of victims of violent crimes. The exception to this is the crime of robbery which is included in the group of violent offences for analysis purposes but is counted as a non-violent offence in that one incident of robbery equals one offence regardless of the number of victims.



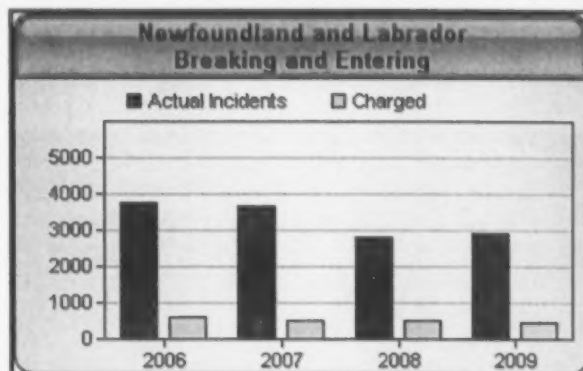
In 2009 there were 895 persons charged with impaired driving in Newfoundland and Labrador^d. This was less than the number charged in 2008, which was 920.



In 2009 there were 435 persons charged with breaking and entering in Newfoundland and Labrador^e. This was less than the number charged in 2008, which was 490.

Data on incidents that come to the attention of police are captured and forwarded to the CCJS according to a nationally approved set of common scoring rules and definitions. The reader should note however, that many factors could influence official crime statistics. These include: reporting by the public to the police; reporting by police to the CCJS; and the impact of new initiatives such as changes in legislation, policies or enforcement policies.

^d The Province is used as the Police Region offset is not available for this geography.



Footnotes

Figures may not add to totals due to rounding.

The 2007 and 2008 Employment Insurance Incidence and Income Support Assistance incidence are calculated using 2006 labour force and 2006 taxfilers and dependents respectively. These will be updated once we receive more current information from Small Area and Administrative Data Division (SAADD) of Statistics Canada.

^a Used as the fertility rate is not available for Local Area 5: North Shore of Conception Bay.

^b Average monthly total of all shelter expenses paid by households that own their dwelling. The owner's major payments include, for example, the mortgage payment and the costs of electricity, heat and municipal services.

^c Economic Zone 17 - Mariner Resource Opportunities Network Inc. is used as Local Area 5: North Shore of Conception Bay is unavailable.

^d The Province is used as the Police Region offset is not available for this geography.

^e Police Regions are used as the Canadian Centre for Justice Statistics tables are not available below Police Region level.

For Local Area 5: North Shore of Conception Bay, there are 7 schools included. For a complete listing, view the profile online at www.communityaccounts.ca

Data Sources

Data compiled by the Community Accounts Team based on custom tabulations from the following:

Demographics

- Census of Population 1986 to 2006, Statistics Canada.
- Live Birth Notification System, Newfoundland and Labrador Centre for Health Information
- Statistics Canada Mortality Files, Newfoundland and Labrador Centre for Health Information
- Taxfiler data from Canada Customs and Revenue Agency summary information as provided by Small Area and Administrative Data Division, Statistics Canada.

Income, Consumption and Leisure

- Canada Customs and Revenue Agency summary information as provided by Small Area and Administrative Data Division, Statistics Canada.

- Census of Population 2001 and 2006, Statistics Canada.

Employment and Working Conditions

- Census of Population 2006, Statistics Canada
- Department of Human Resources, Labour and Employment
- Human Resources and Skills Development Canada
- Canada Customs and Revenue Agency summary information as provided by Small Area and Administrative Data Division, Statistics Canada.

Health

- Newfoundland and Labrador Centre for Health Information, Clinical Database Management System
- Canadian Community Health Survey (CCHS) 2009-2010, Statistics Canada

Education, Literacy, Skill and Training

- Census of Population 2006, Statistics Canada
- Department of Education

Community Safety and Social Vitality

- Statistics Canada, Canadian Centre for Justice Statistics
- Royal Canadian Mounted Police, Police Reporting and Occurrence System (PROS)
- Provincial Court of Newfoundland and Labrador, Department of Justice

- Demographics
- Income, Consumption and Leisure
- Employment and Working Conditions
- Health
- Education, Literacy, Skills and Training
- Community Safety and Social Vitality